

381-13

1944

PEERLESS

Spring



VALLEE BROS. ELECTRICAL COMPANY,
SUCCESSORS TO

VALLEE BROS. & CO.,

...GENERAL AGENTS...

625 Arch Street,

PHILADELPHIA, PA.

1833



381-13.

PEERLESS

PEERLESS

Direct Current
Desk and Ceiling
Fan Motors

PEERLESS THE CAUSE—PEERLESS THE EFFECT.

PEERLESS



IT is with a considerable degree of pride and satisfaction that we present, for the season of 1900, three new designs of Direct Current Fan Motors—Desk Fan Motors—Bracket Fan Motors—Ceiling Fan Motors.

These fan motors are perfect in workmanship and elegant in design, and are all thoroughly inspected and tested before leaving the factory. The various parts are carefully proportioned and designed, and no fear of excessive wear or heating need occur when our fan motors are run continuously. All parts are made in our own factory under rigid supervision, stand every test, and are of "Peerless" quality.

We have spent a long time in elaborate tests to determine the correct pitch of the fan blades, to insure smooth running, and to give the greatest volume of air for the least consumption of current.

In regard to efficiency, we want to point out the fact that the efficiency is the ratio of the velocity and volume of air delivered, to the power consumed, and not simply the watts taken by the motor. Any one can, by bending the fan blades almost flat, cause any fan motor to take as low as 25 or even 20 watts, but the breeze will be "slow." Our patrons say Peerless Fans are not "slow" in any respect.

The market is full of fan motors, and the fact that they can be bought for almost any price does not in any way govern the disposition of our product. The "Peerless" is a separate and distinct family.

ID 87.0885 TEL

PEERLESS

A few Pointers on the Selection of a fan.



- POINTER No. 1. Fans should be simple and durable in construction.
- PEERLESS' FANS ARE
- POINTER No. 2. Fans should be artistic and graceful in appearance.
- PEERLESS' FANS ARE
- POINTER No. 3. Fans should be noiseless in operation.
- PEERLESS' FANS ARE
- POINTER No. 4. Fans should be adjustable to blow air in any direction.
- PEERLESS' FANS ARE
- POINTER No. 5. Fans should have self-oiling and self-aligning bearings.
- PEERLESS' FANS HAVE
- POINTER No. 6. Fans should have large self-adjusting carbon brushes.
- PEERLESS' FANS HAVE
- POINTER No. 7. Fans should be thoroughly and substantially insulated.
- PEERLESS' FANS ARE
- POINTER No. 8. Fans should have strong and substantial fan blades and guards.
- PEERLESS' FANS HAVE
- POINTER No. 9. Fans should have three running speeds.
- PEERLESS' FANS HAVE
- POINTER No. 10. Fans should have the highest possible efficiency.
- PEERLESS' FANS HAVE
- POINTER No. 11. Fans should have a good guarantee back of them.
- PEERLESS' FANS HAVE
- POINTER No. 12. Fans should be sold at a moderate price.
- PEERLESS' FANS ARE

PEERLESS THE CAUSE—PEERLESS THE EFFECT.

PEERLESS

The word "Peerless," as given in the dictionary, means: "Without an equal;" "matchless." But to us and our patrons it means a great deal more than this. When applied to our Fan Motors, it means:

What the Word

"Peerless"

Means:

Skillfully and artistically designed.
Handsome and graceful in appearance.
Noiseless in operation.
Perfectly insulated.
Self-oiling and self-aligning bearings.
Large self-adjusting carbon brushes.
Interchangeable parts.
No sparking of brushes.
No heating of coils.
No getting out of order.
Maximum wind output with minimum consumption of current. Guaranteed perfect in every respect.



Peerless Fans....

WILL PLEASE YOU, AND IF
SO, WHY NOT ORDER
PEERLESS TRANSFORMERS
AND PEERLESS INCANDESCENT
LAMPS. THEY ALL STAND
AT THE HEAD.

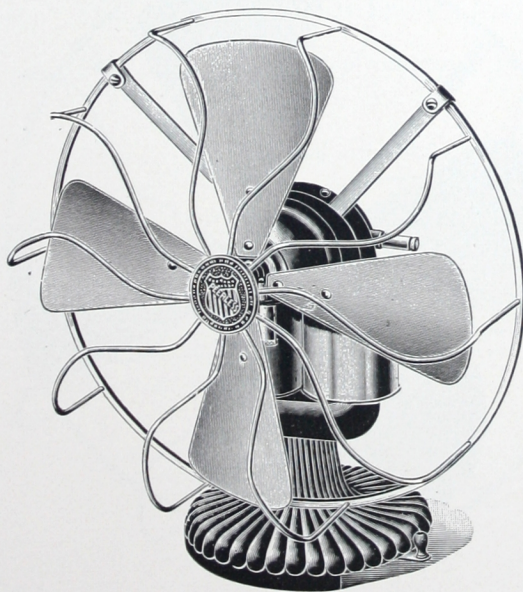
PEERLESS THE CAUSE—PEERLESS THE EFFECT.

PEERLESS

"Peerless" Direct Current Desk fan Motors, "Open field" Type.

"Open field" Type.

We are making this year two distinct types of Desk Fans—we will designate one as the "Open Field" Type and the other as the "Swivel Frame" Type. The fan which we placed on the market last year—the "Open Field" Type,—met with such excellent success that we decided to use the same general design again. However, we have improved its appearance in several ways. The front and back hoods are polished brass and the field spools are covered with the same material, giving the fan a much more attractive appearance than formerly. The bearings are removable and self-aligning. The electrical features of last year's fan have been retained, as this fan was universally conceded to be the most economical fan on the market last season. As this fan is so well and favorably known, we feel that any further description would be superfluous.



12-inch Desk Fan, "Open Field" Type.

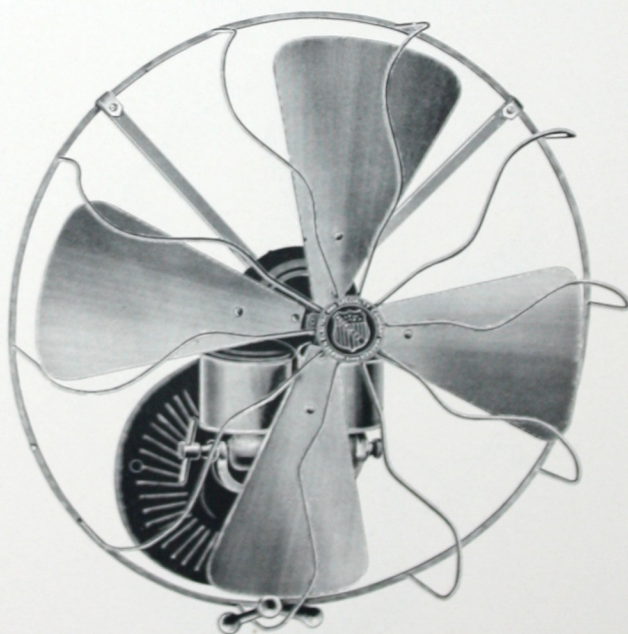
PEERLESS THE CAUSE—PEERLESS THE EFFECT.

PEERLESS

"Peerless" Direct Current Bracket fan Motors, "Open field" Type.

Open field Type.

All that we have said about the Open Field Desk Fan applies to the Bracket Fan, and in addition the Bracket Fan has a universal swivel joint which permits the fan, when properly adjusted (which means only the turning of a handle), to blow air up, down, or on either side. This device is not clumsy and unsightly like ball and socket joints or ratchet joints, but is neat and compact, and works perfectly (we have patents pending on it).



16-inch Adjustable Bracket Fan. "Open Field" Type.

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“Peerless” Direct Current Desk and Bracket fan Motors, “Open field” Type.

Three Styles of finish.

The frames of the Desk and Bracket Fans are handsomely enameled in black. The fan blades, guards and trimmings will be furnished in three styles of finish, viz:

Style A — Polished brass trimmings, hoods and field covering.

Style B — Polished brass trimmings, unpolished hoods, field covering black.

Style C — Full polished nickel finish.

Note. The 12-inch fan of this type (the “Open Field”) is guaranteed not to consume more than 35 watts each. If any Peerless fan fails to work as represented, take it back to the dealer, from whom you purchased it, and he will give you another. THE MANUFACTURER STANDS BACK OF THIS GUARANTEE.

PEERLESS THE CAUSE—PEERLESS THE EFFECT.

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Open field

"Peerless" Direct Current Desk fan Motors.

Diam. Fan, Inches	Volt- age.	First Speed.	Second Speed.	Full Speed.	Amps. First Speed.	Amps. Second Speed.	Amps. Full Speed.	Ship- ping Weight	List Price.	Trade Word Style A.	Trade Word Style B.	Trade Word Style C.
12	110	1400	1575	1800	.28	.32	.35	26	\$34.00	Dainty	Dean	Dicast
16	110	1100	1300	1475	.45	.53	.60	35	43.00	Daises	Decamps	Dice
16	220	1100	1300	1475	.23	.26	.30	35	50.00	Damsel	Decore	Dickens

IN ORDERING PLEASE USE TRADE WORD.

Open field

"Peerless" Direct Current Bracket fan Motors.

Diam. Fan, Inches.	Volt- age.	First Speed.	Second Speed.	Full Speed.	Amps. First Speed.	Amps. Second Speed.	Amps. Full Speed.	Ship- ping Weight	List Price.	Trade Word Style A.	Trade Word Style B.	Trade Word Style C.
12	110	1400	1575	1800	.28	.32	.35	26	\$34.00	Bond	Bread	Blest
16	110	1100	1300	1475	.45	.53	.60	35	43.00	Bonnet	Brevet	Blight
16	220	1100	1300	1475	.23	.26	.30	35	50.00	Bonus	Brick	Blind

PEERLESS THE CAUSE—PEERLESS THE EFFECT.

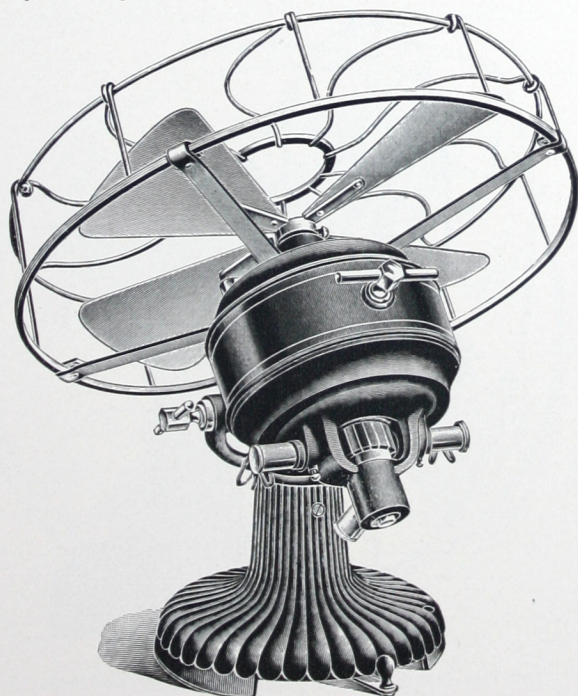
PEERLESS

"Peerless" Direct Current Desk fan Motors, Swivel Type.

Our New Desk for the season of 1900 have several improvements over anything on **fan Motors...** the market. We will maintain the high standard of workmanship and construction which created such a demand for our fans last season.

Particular has been given to the construction of the Fan-blades and guards.
Attention... They are as strong and durable as it is possible to make them, and at the same time artistic and graceful. We are using four braces where formerly but three were used, which serves to give additional strength to the guards.

The Adjustable is one of the principal improvements embodied in this season's **Swivel frame...** design, by means of which they can be adjusted to blow air in any direction. These fans are also fitted up with a neat and convenient handle on top of motor for convenience of moving from place to place.



Back View of 12-inch Desk Fan, showing adjustability of Swivel Frame.

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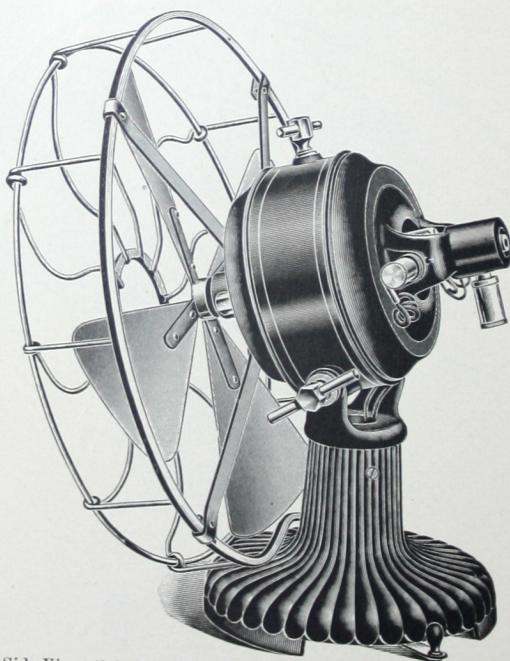
PEERLESS

"Peerless" Direct Current Desk Fan Motors, Swivel Type.

The Brushes are composed of cylinders of carbons and are of ample cross section to carry the current without heating or sparking. The brush-holders are provided with a pressure spring which makes the brushes self-adjusting, and nearly the whole length of the carbon can be used. Our motors have the longest carbon brushes used in any motors we have ever seen, and are of sufficient length to last two seasons.

The Self-Aligning

Bearings are lubricated by means of improved automatic wick oilers, and are so designed as to be absolutely free from that objectionable feature of throwing oil. The journals are accurately turned from a special grade of graphite metal.



Side View, 12-inch Desk Fan, adjusted to blow air downwards.

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"Peerless" Direct Current Desk fan Motors, Swivel Type.

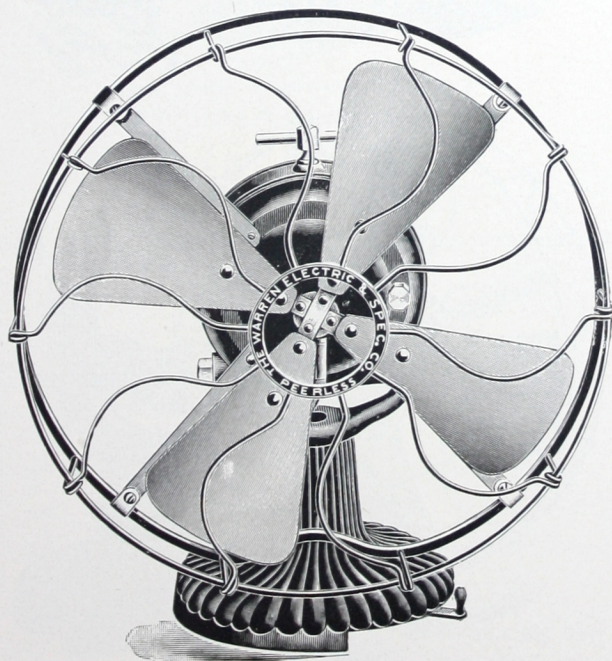
The finish. The frames are handsomely enameled in black and decorated with a light gold stripe. The blades, guards and trimmings are finished regularly in two styles of finish, viz.:

Style A—Polished brass fans, guards and trimmings.

Style C—Polished nickel fans, guards and trimmings

The Armature is built up from accurately cut discs of very thin charcoal sheet iron, specially treated before assembling. These discs have suitable slots cut in the periphery for the reception and protection of the coils, which are thoroughly and substantially insulated with double silk covered wire.

Speed-Regulating Device. These motors are fitted up with a regulating switch, mounted on a porcelain connection board, and connected with a German silver rheostat, neatly and compactly fitted in the base of the motor, by means of which three widely different speeds may be obtained.

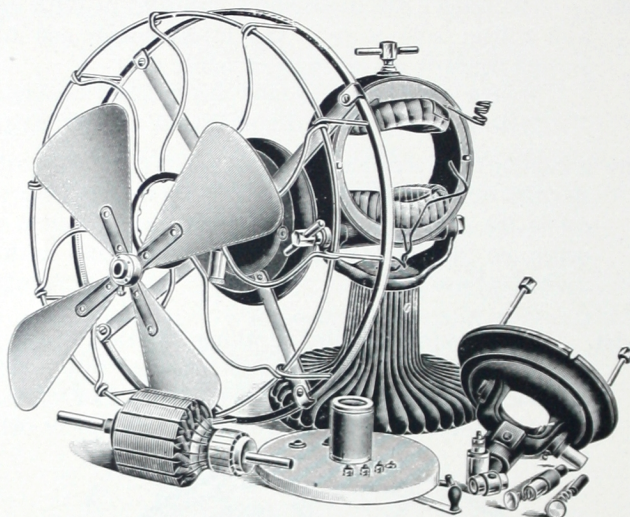


Front View 12-inch Desk Fan.

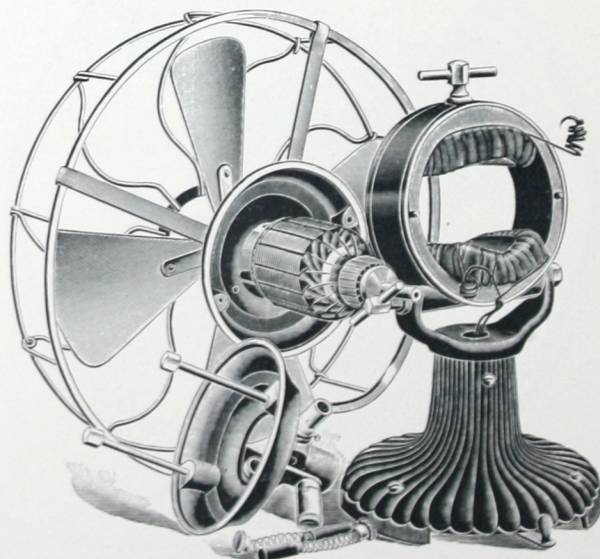
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"Peerless" Direct Current Desk fan Motors, Swivel Type.



Cut of Desk Fan showing the various parts.



Cut showing Desk Fan dissected by simply removing two bolts.

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"Peerless" Direct Current Bracket fan Motors, Swivel Type.

Diam. Fan Inches.	Volt- age.	First Speed.	Second Speed.	Full Speed.	Amps. First Speed.	Amps. Second Speed.	Amps. Full Speed.	Ship- ping Weight	List Price.	Trade Word Style A.	Trade Word Style C.
12	110	1000	1350	1650	.33	.38	.42	34	\$34.00	Balbec	Bila
16	110	800	1100	1350	.54	.58	.65	37½	43.00	Ballon	Bileam
16	220	800	1100	1350	.27	.29	.33	37½	50.00	Baltic	Billant

220 Volt Bracket Fan Motors are made in the 16-inch size only.

IN ORDERING PLEASE USE TRADE WORD.

"Peerless" Direct Current Desk fan Motors, Swivel Type.

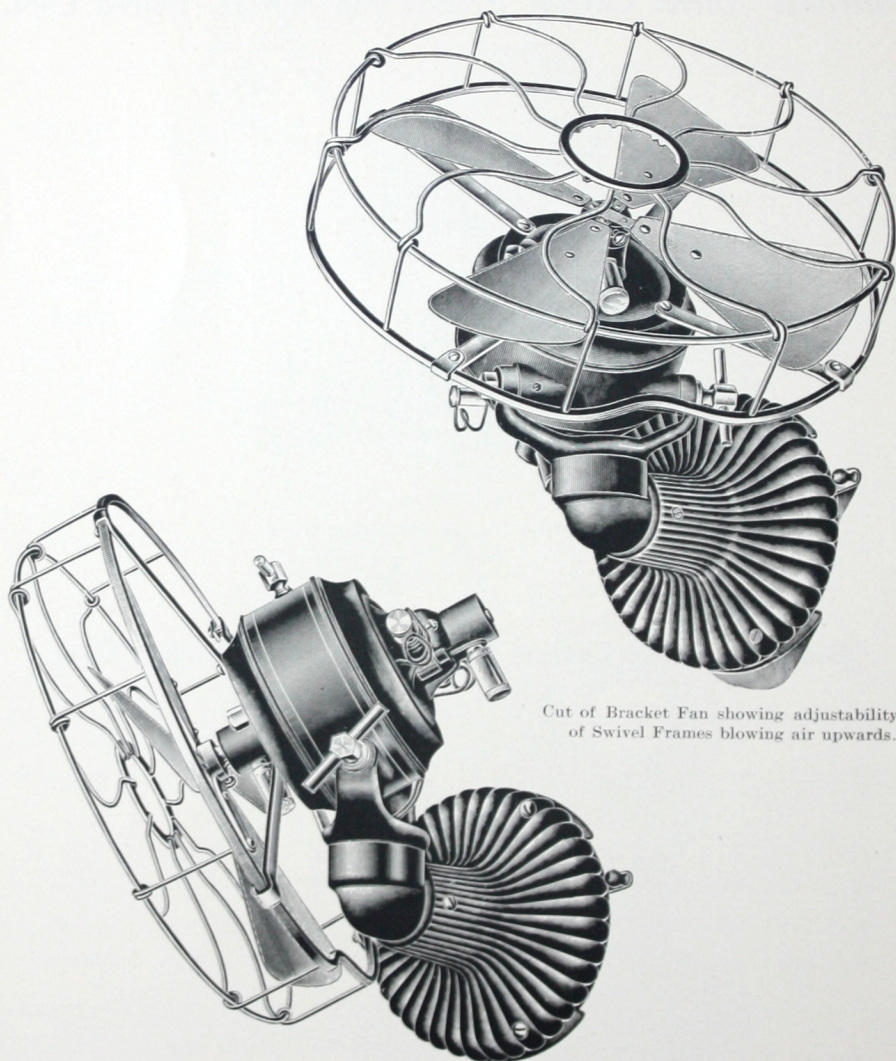
Diam. Fan Inches.	Volt- age.	First Speed.	Second Speed.	Full Speed.	Amps. First Speed.	Amps. Second Speed.	Amps. Full Speed.	Ship- ping Weight	List Price.	Trade Word Style A.	Trade Word Style C.
12	110	1000	1350	1650	.33	.38	.42	32½	\$34.00	Dicast	Dimes
16	110	800	1100	1350	.54	.58	.65	36	43.00	Dice	Dimly
16	220	800	1100	1350	.27	.29	.33	36	50.00	Dickens	Dimness

220 Volt Desk Fan Motors are made in 16-inch size only.

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"Peerless" Direct Current Bracket fan Motors, Swivel Type.



Cut of Bracket Fan showing adjustability of Swivel Frames blowing air upwards.

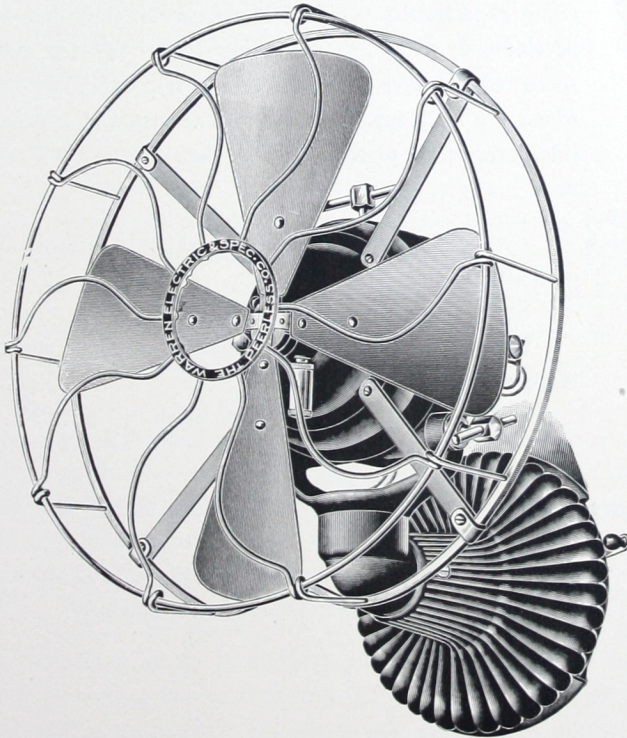
Cut showing Bracket Fan adjusted to blow air downward.

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"Peerless" Direct Current Bracket fan Motors.

The Bracket Fans are similar in construction and design to the Desks Fans. For Description and styles of finish etc., etc., see what is said of Desk Fans.



Cut showing complete Bracket Fan fastened to wall.

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"Peerless" Direct Current Ceiling Fan Motors.

The Success of our Desk and Bracket Fans last season exceeded our most sanguine expectations. This was so encouraging that we began the development of a line of ceiling fans. We feel we have again succeeded and have designed a ceiling fan which, we believe, will be found distinctly superior, both in efficiency and appearance, to anything ever before placed on the market.

Three Styles of finish.

Ceiling fans will be furnished regularly in three different styles of finish, viz.:

Style A—Full polished brass finish.

Style B—Combination polished brass hoods and canopy, with black enameled band.

Style C—Full polished nickel finish.

The Armature like that of the Desk and Bracket Fans, is iron-clad, and is built of very thin discs of specially treated charcoal sheet iron. The armature coils are carefully and thoroughly insulated, and there is no danger of burning out when motors are run continuously.

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"Peerless" Direct Current Ceiling Fan Motors.

Speed-Regulating Device.

By means of a German silver resistance these motors may be run at slow or full speed. The speed is controlled by the key switch on the bottom of motor.

The Bearings are self-oiling and self-aligning. The journals are made from a special grade of graphite metal, the same as used in the Desk and Bracket Fans. A small oil pan is provided under the upper journal to prevent any oil getting into the windings.

The Brushes, like those in the Desk and Bracket Fan motors, are composed of cylinders of carbon, and are of ample cross section to carry the current without heating or sparking. By means of the pressure spring the brushes are self-adjusting, and nearly the whole length of the carbons can be used. Our motors have the longest carbon brushes used in any motors we have ever seen, and are of sufficient length to last two seasons.

The fan Blades are gracefully shaped out of an extra good quality of wood, handsomely varnished, and having a regulation sweep of 60". Ceiling fans will be furnished with either two or four blades, as desired.

Ceiling fans will be fitted up and wired for two or four light electrolier, when so ordered. By an ingenious arrangement on which we have patents pending, the motor can be removed during the winter months, leaving nothing but the electrolier and switch which controls the lamp as well as the motor. We will be pleased to quote prices on the electrolier without the motor, if requested.

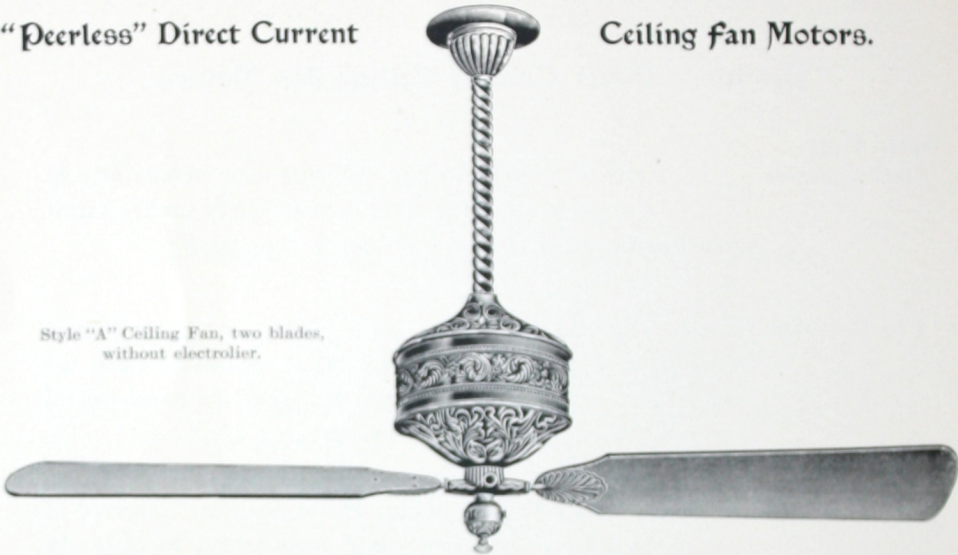
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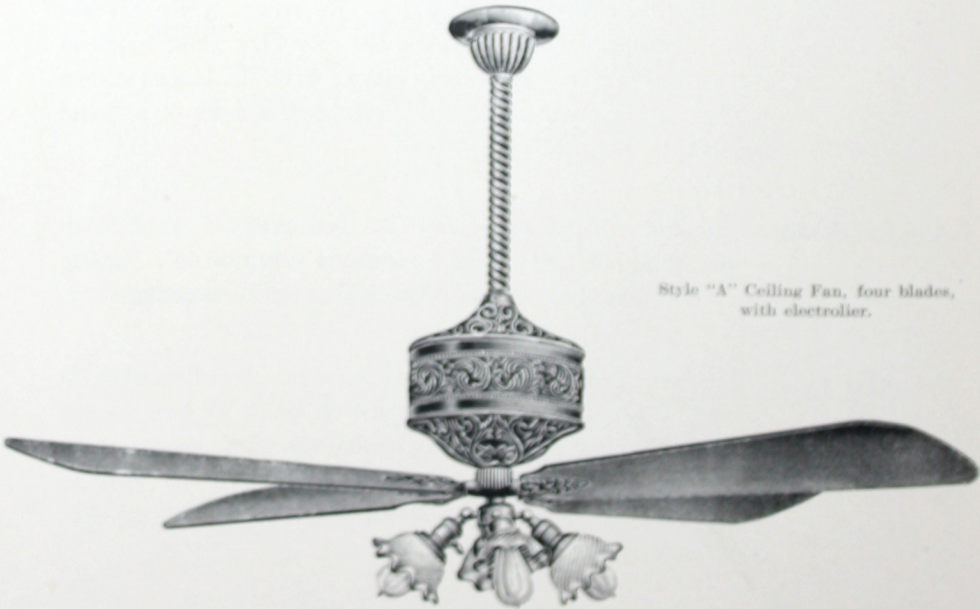
"Peerless" Direct Current

Ceiling fan Motors.

Style "A" Ceiling Fan, two blades,
without electrolier.



Style "A" Ceiling Fan, four blades,
with electrolier.



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"Peerless" Direct Current Ceiling fan Motors.



Cut showing detail of Finish,
Style "A" Ceiling Fan.



Cut showing detail of Finish,
Style "B" Ceiling Fan.

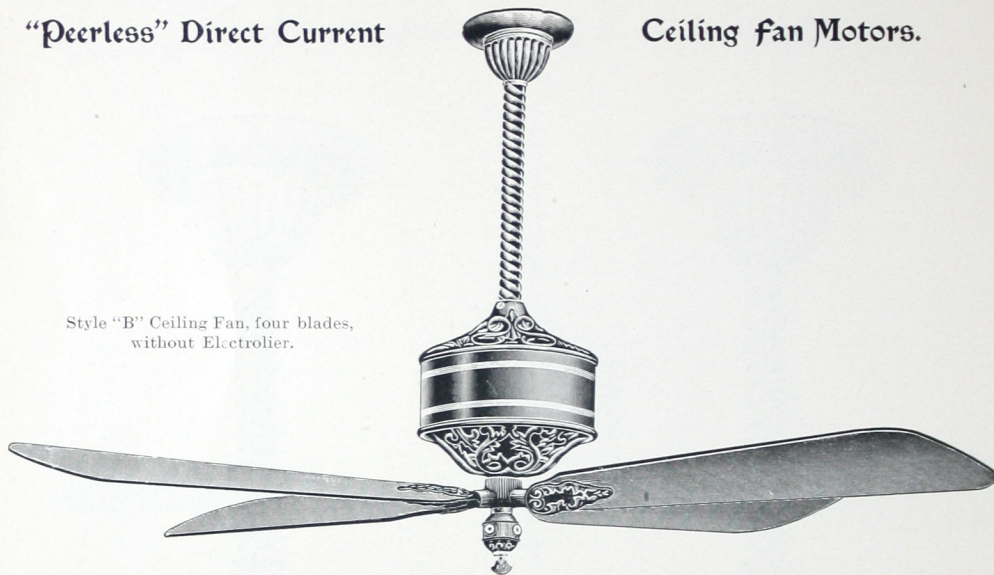
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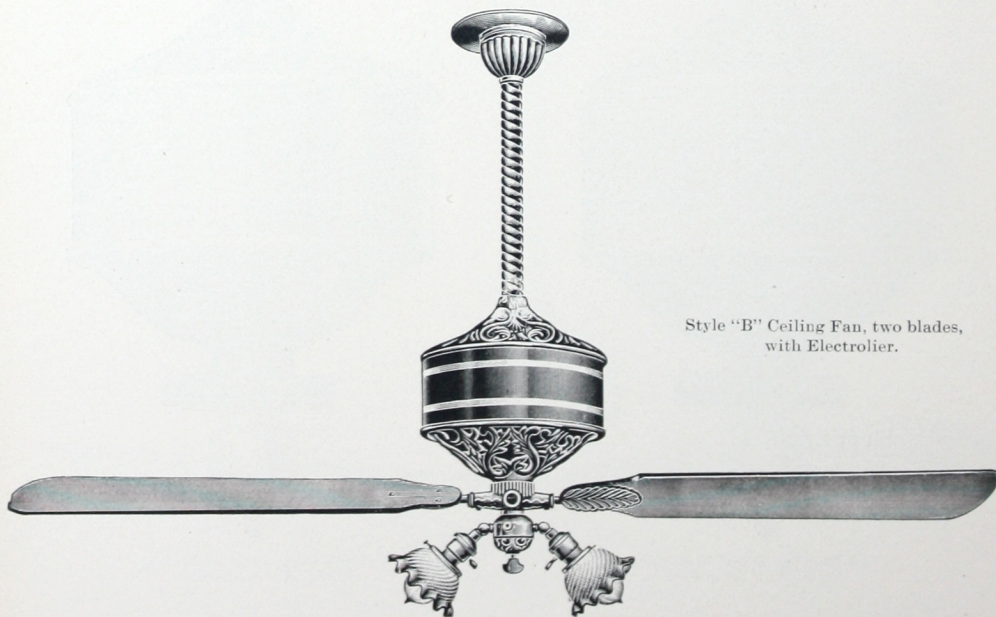
"Peerless" Direct Current

Ceiling fan Motors.

Style "B" Ceiling Fan, four blades,
without Electrolier.



Style "B" Ceiling Fan, two blades,
with Electrolier.



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IN ORDERING PLEASE USE TRADE WORD.

"Peerless" Direct Current Ceiling fan Motors without Electrolier Attachment.

No. of Blades.	Volt- age.	Slow Speed.	Full Speed.	Amps. Slow Speed.	Amps. Full Speed.	List Price.	Trade Word. Style A.	Trade Word Style B.	Trade Word Style C.
2	110	125	206	.92	1.00	\$45.00	Cannon	Cap	Car
2	170	125	206	.58	.68	50.00	Canoes	Capable	Carac
2	220	125	206	.45	.55	53.00	Canny	Capacity	Caramel
2	250	125	206	.43	.44	53.00	Canons	Capel	Caravan
2	500		206		.25	63.00	Cantile	Capers	Caraway
4	110	100	170	.90	1.00	45.00	Canto	Capias	Carbolic
4	170	100	170	.58	.68	50.00	Canty	Capitals	Carbon
4	220	100	170	.45	.55	53.00	Canvas	Capitan	Carboy
4	250	100	170	.40	.47	53.00	Canvic	Capitol	Card
4	500		170		.25	63.00	Cavert	Caplin	Carder

500 volt motors have but one running speed.

Shipping weight, 100 pounds.

Standard length of hanger-rod, from ceiling to end of fan, 4½ feet for a 12-foot ceiling, leaving 7½ feet from lowest point of motor to floor.

Extra length of hanger-rod, \$1.00 list, for each additional 6 inches.

The above prices do not include lamps or shades.

PEERLESS THE CAUSE—PEERLESS THE EFFECT.

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IN ORDERING PLEASE USE TRADE WORD.

"Peerless" Direct Current Ceiling Fan Motors with Two-Light Electrolier.

No. of Blades.	Volt- age.	Slow Speed.	Full Speed.	Amps. Slow Speed.	Amps. Full Speed.	List Price.	Trade Word Style A.	Trade Word Style B.	Trade Word Style C.
2	110	125	206	.92	1.00	\$49.50	Chaffy	Cheater	Chick
2	170	125	206	.58	.68	54.50	Chair	Cheating	Chicken
2	220	125	206	.45	.55	57.50	Chaise	Cheeky	Chider
2	250	125	206	.43	.44	57.50	Chalice	Cheer	Chiding
2	500		206		.25	67.50	Chamfer	Cheese	Child
4	110	100	170	.94	1.00	49.50	Chamois	Chemist	Chilly.
4	170	100	170	.60	.68	54.50	Champ	Cherish	Chimb
4	220	100	170	.47	.55	57.50	Chapel	Cherry	Chimney
4	250	100	170	.44	.47	57.50	Chapter	Chess	China
4	500		170		.25	67.50	Charts	Chester	Chinky

500 volt fans have but one running speed.

Shipping weight, 100 pounds.

Standard length of hanger-rod, from ceiling to end of fan, 4½ feet for a 12-foot ceiling, leaving 7½ feet from lowest point of motor to floor.

Extra length of hanger-rod, \$1.00 list, for each additional 6 inches.

The above prices do not include lamps or shades.

PEERLESS THE CAUSE—PEERLESS THE EFFECT.

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IN ORDERING PLEASE USE TRADE WORD.

"Peerless" Direct Current Ceiling fan Motors with Four-Light Electrolux.

No. of Blades.	Volt- age.	Slow Speed.	Full Speed.	Amps. Slow Speed.	Amps. Full Speed.	List Price.	Trade Word Style A.	Trade Word Style B.	Trade Word Style C.
2	110	125	206	.92	1.00	\$53.50	Cascade	Cedar	Censor
2	170	125	206	.58	.68	58.50	Case	Cede	Census
2	220	125	206	.45	.55	61.50	Cashew	Cedilla	Centage
2	250	125	206	.43	.44	61.50	Casing	Cedry	Center
2	500		206		.25	71.50	Cask	Ceduie	Century
4	110	100	170	.94	1.00	53.50	Cassie	Celery	Cereal
4	170	100	170	.60	.68	58.50	Cassate	Celine	Cerebal
4	220	100	170	.47	.55	61.50	Castor	Cellar	Ceremony
4	250	100	170	.44	.47	61.50	Castial	Celtoid	Certain
4	500		170		.25	71.50	Cash	Celtis	Certify.

500 volt motors have but one running speed.

Shipping weight, 100 pounds.

Standard length of hanger-rod, from ceiling to end of fan, 4½ feet for a 12-foot ceiling, leaving 7½ feet from lowest point of motor to floor.

Extra length of hanger-rod, \$1.00 list, for each additional 6 inches.

The above prices do not include lamps or shades.

PEERLESS THE CAUSE—PEERLESS THE EFFECT.

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Telegraphic

Cipher. All telegrams must be prepaid. We have adopted the following cipher telegraphic code, which will greatly reduce the expense of ordering in this manner, besides lessening the liability of annoying mistakes caused by short telegrams:

For the Use

of the Buyer. Faint—Please quote us prices, by mail, on the following, and say when you can ship.

Face—Please quote us prices, by wire, on the following, and say when you can ship.

Facial—How soon can you ship the following order?

Fairy—Ship us, in great haste, by freight.

Falcon—Ship us, in great haste, by express.

Fallow—Please add to our order of.

Necklace—Please hold our order for further instructions.

Nobility—Answer by mail if you cannot ship.

Nominated—Answer by wire if you cannot ship.

Niceness—Answer by wire at once.

Nazarite—Have you shipped?

Navigation—When will (or can) you ship?

Napkin—Ship to our own order at.

Nomad—When and how did you ship?

Neatherd—Send tracer after shipment of.

For the Use

of the Seller. Fame—We quote you for an immediate order.
Noggin—We can (or will) ship at once.
Newspaper—We will (or can) ship your order.
Nectar—We have no unfilled order from you for

Shipping

Directions. Adams Express—Babe.

American Express—Baboon.

Wells, Fargo & Co. Express—Bachelor.

United States Express—Back.

Freight—Balsam.

PEERLESS THE CAUSE—PEERLESS THE EFFECT.



